



PERFORMING AND VISUAL ARTS FUND GRANT APPLICATION PACKET

2010

CHULA VISTA PUBLIC LIBRARY PERFORMING & VISUAL ARTS GRANT 365 F STREET CHULA VISTA, CA 91910 (619) 691-5288



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- A. PURPOSE
- B. BACKGROUND INFORMATION
- C. FUNDING PROCESS
- D. BUDGET
- E. SUBMISSION DEADLINE
- F. GOALS

A. PURPOSE: The Performing and Visual Arts Fund Grant Program was established to promote and stimulate the growth of performing and cultural arts within the City of Chula Vista through a grant application process for local performing and visual arts groups and individuals. The grant fund supports art projects in: dance, design arts, media arts, music, photography, theater, traditional/folk arts and visual arts, or interdisciplinary expressions involving more than one of the above fields.

Through this program, the Performing & Visual Arts Grant Task Force seeks to equitably and economically support creative arts.

BACKGROUND INFORMATION: In 1997 the City Council approved a Sublease with the House of Blues Concerts, Inc. (formerly Universal Concerts) establishing a process whereby a portion of ticket sales proceeds at Cricket Wireless Amphitheatre (formerly Coors Amphitheatre) would be paid to the City to be utilized for a Performing Arts Fund. This fund, referred to as the "Performing and Visual Arts Fund", was designated for arts grants within the Chula Vista community. In February 1999, a Task Force appointed by the Mayor began drafting criteria for the allocation of the Performing Arts Fund, as well as a process to administer these allocations. This process was completed and the Chula Vista Public Library was designated to be in charge of the "Performing and Visual Arts Fund Grant" process with final approval concerning use of these funds being made by the Chula Vista City Council.

Task Force Members:

Mayor Cheryl Cox, Chair
Sara Deavenport, Member at Large
Debra McLaren, Chula Vista Elementary School District representative
Stephanie Loney, City staff representative
Thierry Gray, Cricket Wireless Amphitheatre representative
Russ Sperling, Sweetwater Union High School District representative
Ron Bolles, Cultural Arts Commission representative

- **C. FUNDING PROCESS:** Income generated from a percentage of ticket sale proceeds at the Cricket Wireless Amphitheatre in Chula Vista will be awarded annually to qualified applicants. Funding is awarded through the Chula Vista Performing & Visual Arts Grant via an annual competitive application/review process. Applicants must make a clear case for funding, based on established criteria.
- **D. BUDGET:** The total grant budget for the year 2010 will be announced in February. Since the grant amount is based on a percentage of ticket sales, the amount of money to be awarded changes each year varies. Residents of Chula Vista may apply either as individuals or as arts organizations. The range of grants awarded if typically from \$250 to \$2,500, but higher can be awarded. There was a total of \$41,500 awarded to 16 applicants in 2009.
- E. SUBMISSION DEADLINE: The GRANT APPLICATION DEADLINE DATE for the current year will be FRIDAY, February 19th, 2010, BEFORE 5:00 P.M.

F. GOALS:

- 1. To increase public awareness of, and participation in, performing and cultural arts in our community
- 2. To support individuals/groups/agencies/organizations that can provide the most accessibility to the cultural arts
- 3. To encourage the growth of local arts resources
- 4. To support and encourage new organizations and individuals applying for funding
- 5. To promote cooperation and collaboration among the Chula Vista Public Library and local schools and performing and visual arts individuals/groups/agencies/organizations
- 6. To develop cultural venues which will attract both residents and tourists
- 7. To serve the cultural needs of the community
- 8. To broaden and leverage public and private support for the performing arts
- 9. To maintain and preserve the City's artistic cultural and historic heritage
- 10. To support exemplary community arts education
- 11. Encourage standing individuals/groups/agencies/organizations to find funding outside of the Performing and Visual Art Fund





- A. WHO CAN APPLY- GENERAL ELIGIBILITY
- B. EXAMPLES OF WHAT GRANTS CAN BE USED FOR
- C. ARTISTIC DISCIPLINES THAT WILL BE CONSIDERED FOR FUNDING
- D. WHO CAN NOT APPLY- INELIGIBILITY
- E. EXAMPLES OF WHAT THE FUNDS MAY NOT BE USED FOR

A. WHO CAN APPLY- GENERAL ELIGIBILITY

- 1. Tax-exempt, non-profit organizations located in the City of Chula Vista
- 2. Educational institutions located in the City of Chula Vista
- 3. Religious organizations located in the City of Chula Vista
- 4. Performance groups associated with schools or educational institutions located in the City of Chula Vista
- 5. Visual arts groups associated with educational institutions located in the City of Chula Vista
- 6. The City of Chula Vista and its various departments and Boards and Commissions
- 7. Individuals residing in Chula Vista
- 8. Chula Vista residents who seek scholarships for study (\$1,000 maximum; must share art skill learned from scholarship with the community)
- 9. Groups located in the City of Chula Vista that seek travel expenses related to a performing or visual arts exhibition (\$1,000 maximum; must give back one performance or exhibition to the City of Chula Vista in exchange for the grant)

EXAMPLES OF WHO CANNOT APPLY- INELIGIBILITY

- For-profit entities
- Non-Chula Vista based non-profit organizations (however, these organizations may apply if they partner with organizations located in the City of Chula Vista) *EXAMPLE*: Organizations located outside the City of Chula Vista may apply for funds to present an activity in Chula Vista (e.g. the Sweetwater Union School District could partner with the San Diego Symphony).
- Non-Chula Vista residents may not apply for individual grants

B. EXAMPLES OF WHAT THE GRANTS CAN BE USED FOR:

- 1. Funds to pay artists for a performance(s) or exhibition(s)
- 2. Materials for a creative event (e.g., supplies, paint, paper)
- 3. Costs of printing programs for a local arts event
- 4. Rental of costumes for an arts production
- 5. Art/Music/Theatre and Dance projects in schools and the community
- 6. Programs that promote cultural diversity and/or cultural tourism

Items not covered by this section may be considered (under special circumstances) by the Performing & Visual Arts Task Force.

EXAMPLES OF WHAT FUNDS MAY NOT BE USED FOR

- Capital outlays, such as land, equipment, buildings or construction, including major equipment purchases
- Salaries for personnel, staff, administrators, program and project managers, and support staff
- Programs not fully accessible to the public
- Trust/endowment funds- to create or add to existing funds
- Membership dues
- Indirect costs, such as travel expenses or food
- Persons or groups using "fighting words" (any offensive words which are inherently likely to provoke any violent reaction)

C. THE ORIGINAL INTENT OF THIS ARTS FUND WAS TO ENCOURAGE AND SUPPORT PERFORMING ARTS IN CHULA VISTA. ARTISTIC DISCIPLINES THAT WILL BE CONSIDERED FOR FUNDING ARE:

Dance: All dance forms including ballet, modern, avant-garde, jazz, tap, historic and ethnic/folk dance. Dance Applicants should submit a video tape as their sample artistic documentation. Projects that involve broadcasts must include a distribution plan as part of the proposed work plan/timeline.

Design Arts: All forms of design including architecture, urban design, landscape design, historic preservation, environmental design, interior design, industrial design, graphic design and fashion design. Design Art Applicants should submit five drawings, or a CD-Rom as their sample artistic documentation.

Interdisciplinary: Projects with more than one discipline (i.e., music and dance). Interdisciplinary includes activities, such as performance art, that explore nontraditional formats and processes and fuse or transcend distinct art disciplines. In an interdisciplinary project, each art discipline interdependently contributes an essential element, which, without the work, would otherwise be incomplete. Please select the discipline that is the primary focus of the project. Interdisciplinary Applicants should submit a videotape as their sample artistic documentation. Projects that involve broadcasts or publications must include a distribution plan as part of the proposed work plan/timeline.

Media Arts: Production of films, video and audio art, including experimental and narrative works, as well as electronic manipulation, animation and broadcast. This category does not include documentary projects about artists/works within other art forms (i.e., a video documentary about a musician or famous mural). It excludes documentaries dealing with non-art subjects, e.g., sports. Media Arts Applicants should submit either a three-page manuscript or treatment or a video as their sample artistic documentation, whichever best illustrates the content and the style/quality of the proposed project. Projects that involve broadcasts or publications must include a distribution plan as part of the proposed work plan.

Multi-department Museum Project: This category is used by organizations with artistic activities divided into departments, several of which will be fulfilling differing aspects of the proposed project. Various activities therefore can be distinct to one artistic discipline, equal and independent of each other, yet be proposed as parts of one overall series. If the proposed project has more than one discipline, please select Interdisciplinary. Multi-Department Applicants should submit a videotape or six

slides as their sample artistic documentation. Projects that involve broadcasts or publications must include a distribution plan as part of the proposed work plan.

Music: Musical performance and composition including traditional and contemporary orchestral music, opera, jazz, vocal, choral, electronic and other contemporary music forms. Music Applicants should submit an audiotape as their sample artistic documentation. Projects that involve broadcasts or publications must include a distribution plan as part of the proposed work plan.

Photography: The use of the photographic medium as the primary vehicle of artistic expression resulting in works produced for, but not limited to, archival, resource documentation, or exhibition purposes. Photographic work produced for commercial, advertising, industrial, scientific purposes or for inclusion in a non-art publications are ineligible for funding. Photography Applicants should submit six slides as their sample artistic documentation. Projects that involve broadcasts or publications must include a distribution plan as part of the proposed work plan.

Theater: All forms of theater including professional, regional companies and schools, experimental, street, puppets, mime/children's ensembles, musical comedy and storytelling. Theater Applicants should submit a video tape or a three-page treatment as their sample artistic documentation. Projects that involve touring or broadcasts must include a distribution plan as part of the proposed work plan/timeline.

Traditional and Folk Arts: The traditional, authentic, artistic activities and expressive customs indigenous or rooted to any group that shares the same ethnic heritage, language, religion, occupation, or geographic region. Traditional and Folk Arts Applicants should submit one category of sample artistic documentation, which best illustrates their project (i.e., slides or tapes). Projects that involve broadcasts or publications must include a distribution plan as part of the proposed work plan.

Visual Arts: All forms of visual arts including sculpture, painting, installation art, drawing, printmaking, crafts media and artistic books. Visual Arts Applicants should submit five drawings, or six slides as their sample artistic documentation. Projects that culminate in publications must include a distribution plan as a part of the proposed timeline.





REVIEW CRITERIA AND SCORING

- A. THE REVIEW AND SELECTION PROCESS
- B. GENERAL CRITERIA AND SCORING
- C. THE RANKINGS

REVIEW CRITERIA AND SCORING

A. THE REVIEW AND SELECTION PROCESS

Each grant application is reviewed by the Chula Vista Public Library staff and the Performing and Visual Arts Task Force. Applications and artistic documentation materials (if applicable) are evaluated with short narrative comments, given numerical scores (0-100) and collectively ranked. The rankings will range from 4-1 with 4 being the highest score an application can receive. After the panel review process, the Chula Vista Public Library will forward the Performing and Visual Arts Task Force recommendations to the Cultural Arts Commission for their input, then to the City Council for final approval. All applicants will receive written notification after Council approval.

B. GENERAL CRITERIA AND SCORING

Individual artists and arts organizations are judged on the following criteria and point system of 100 total points.

1. PROJECT ADMINISTRATION

Maximum of 20 points for organizations and 10 points for individual artists

Project Administration points are awarded for clarity, completeness, capability, feasibility and project budget. The Task Force will look at business skills and production accomplishments, the appropriateness of the project budget, the estimated value of each expense and the total project cost in relation to the number of people served. The Task Force expects fully itemized budget to be included. Budgets with in-kind costs and additional funding sources will be viewed favorably. Applicants are also encouraged to show how their project is a good steward for the environment.. The appropriateness and stability of a project's venue, and a realistic, detailed timeline will also be weighed.

2. ARTISTIC MERIT, CREATIVITY AND INNOVATION Maximum of 40 points for organizations and 50 points for individual artists

Scores for artistic merit reflect the accomplishments listed on submitted materials, attached reviews/press materials, the strength and relevance of letters of support, and most importantly the quality and content of the sample artistic documentation (video tape, slides...) submitted with the application. The merit of a project is judged against the merit of projects proposed by other applicants in the same discipline.

The creation of new works with new ideas or new methods, a new interpretation targeting a new audience or the creation of new works with traditional methods will be judged against the other applications. New organizations or continuing organizations that show a growth in their community impact, and new artists will be viewed favorably.

4. COMMUNITY IMPACT AND SOCIETAL RELEVANCE Maximum of 40 points

Community impact is an assessment of the project's ability to inform or promote important thoughts in either the general community or its target audience. How many people will be served and how well will your proposed activity stimulate cultural exchange or broaden understandings? How does your project represent or serve various cultural constituencies in the City while meeting your project goals and the needs of the community?

Will your project feed, build, or cure the spirit? Relevance implies "need" and includes an assessment of how your audience's involvement will determine project success. How does the proposed project address societal issues, intersect with community, address universal or contemporary issues or leave a legacy for the community?

C. THE RANKINGS

The ranking of each grant will be determined by the following point system:

89-100 points = 4 ranking 79-88 points = 3 ranking 65-78 points = 2 ranking 64 and below = 1 ranking

- 4 Designates an applicant as the highest priority for funding. These are considered to be "model" projects and to meet all review criteria to the highest degree.
- 3 Considered good to excellent and receives funding, but less than that of a 4 designated applicant. This is a very good ranking and indicates a very solid organization/project that is approaching "model" status. However, there is room for improvement or development.
- 2 Considered to be marginally fundable, and only if there are available funds. Applicant shows some merit but does not meet the criteria in a strong or solid way.
- 1 Not fundable under any circumstances; inappropriate for funding.





BUDGET INFORMATION

- A. CONTRACTS AND PAYMENTS
- B. PROJECT CHANGES
- C. FINANCIAL MANAGEMENT
- D. FINAL REPORT FORM
- E. PUBLIC ACKNOWLEDGMENT

BUDGET INFORMATION

In completing the proposed budget plan, be specific about how Performing and Visual Arts Fund Grant money would be spent during the grant period.

A **Contracts and Payments:** The Chula Vista Public Library reserves the right to negotiate the location of grant-funded activities.

Contractual funds will be mailed to grant recipients in full within 30 days of Chula Vista City Council approval. A final report form (pages 15 & 16) is required from all grant recipients. All project receipts must be attached and the project must have been reviewed and accepted by the Chula Vista Public Library. The grantee will be required to reimburse to the Performing and Visual Arts Fund any monies which are not expended by the end of the project.

B **Project Changes:** Any proposed changes to approved projects must be submitted in writing by the grantee to the Chula Vista Public Library for approval.

Any changes in purpose, personnel, location, date, activity or budget must be sent to the Chula Vista Public Library for approval before the grant funds may be used for that purpose.

C **Financial Management:** Grant recipients are required to maintain accounts, records and other evidence pertaining to costs incurred and revenues acquired under the grant program.

More specifically, grantees are required to provide, as requested by the Chula Vista Public Library, the following information upon completion of their project:

- 1. Accurate, current and complete disclosure of the financial accounting for the grant project
- 2. Records that identify adequately the services and resources paid for by grant funds (supported by invoices, receipts, etc.)
- D. **Final Report Form:** The project must be completed one year from the grant notification date. The Final Report Form must be returned no later than 30 days after the completion of the project. You will not be eligible to apply for another Performing & Visual Arts Fund Grant until all documentation for your current project has been received by the Chula Vista Public Library.
- E. **Public Acknowledgment:** Each grant recipient shall credit the City of Chula Vista for its contractual support of the project in printed and broadcasted promotions, brochures, posters, programs, handbills and other promotional materials. All printed materials should carry the following phrase:

"This program is made possible in part by a grant through the City of Chula Vista and the Chula Vista Performing & Visual Arts Grant."



Chula Vista Public Library Chula Vista Performing & Visual Arts Grant 365 F Street Chula Vista, CA 91910



Performing and Visual Arts Fund Grant

DATE SUBMITTED	(MUST BE DATED)
Final Report Form	
Organization Name	Contact Person
Address	
CA	Zip Code
Telephone 1. State your objectives briefly and whether they've been 2. State briefly the impact of the project on the public.	E-mail address
Page 1 of 2	

3. Do you have any suggestions on how your program can be improved?
Please attach final budget of project showing revenue and expenses.
Signature:
Printed Name
Title
Upon completion of project, please submit final report form and any publicity materials to:
Chula Vista Public Library
Performing and Visual Arts Grant

Chula Vista Public Library
Performing and Visual Arts Grant
365 F Street
Chula Vista, CA 91910







HOW TO APPLY (FOR INDIVIDUAL ARTISTS)

INDIVIDUAL ARTIST APPLICATION

HOW TO APPLY (FOR INDIVIDUAL ARTISTS)

- **Step 1:** Complete and sign the Performing and Visual Arts Fund Grant Application Form (Individual)
- Step 2: Complete the "Proposal Narrative" sheet
- **Step 3:** Prepare your support materials and complete the "Sample Artistic Documentation" form if you are submitting support materials
- Step 4: The application packet and support materials must be received no later than 5:00 p.m. on Friday, February 19th, 2010 at the following address:

Chula Vista Public Library Chula Vista Performing & Visual Arts Grant 365 "F" Street Chula Vista CA 91910

EIGHT copies of the paper applications and ONE set of the support materials (if applicable) must be submitted.

Please label the packet set in the following manner:

Chula Vista Public Library

Individual Name Address Phone/Contact Person

Performing and Visual Arts Fund Grant Application Information

Grants up to \$2,500 are offered to individual artists living in Chula Vista or for the creation of specific visual, performing or interdisciplinary arts works that will enhance the City of Chula Vista and its residences. The residency or individual project should focus on creative or aesthetic ideas and be the original work of the applying artist(s).

Requirements:

- 1. Project(s) must culminate in a public presentation
- 2. Confirmation of the residency, presenting venue or both.
- 3. Application must be signed and dated

Criteria for Evaluations:

- 1. Project Merit
- 2. Artist History and Project Vision
- 3. Public Benefit and Potential

PERFORMING AND VISUAL ARTS FUND GRANT APPLICATION FORM 2010

Individual Artist/Artist-in-Residence Application Form

Name of Individual				
Address:				
		CA		
City	_		Zip Code	
Telephone	Fax			
E-Mail				
Applicant's Discipline (See	list on pages 7 - 9)			
Grant Project Title				
Grant Amount Requested				
Certification: I certify that the is true and correct to the best of the grantee is financially, admin must be submitted through the grantee.	my knowledge. If payment is to nistratively, and programmatica	o be made to anyone	e other than the grante	e, it is understood that
Individual Artist:				
Signature				Date
Full Printed Name				



Name of Individual

PROPOSAL NARRATIVE

Briefly and concisely answer the following questions in the space provided.

1. Briefly describe your past contributions to your discipline.



	e of Individual
2.	Give your Project Description and Evaluation (use additional sheets if necessary)
	A. Describe the proposed project.
	B. What do you envision the project's impact to be on the community?
	C. How do you plan to evaluate the success of this project?
	D. I. stern of traction and missing of the mail and the second of the mail and the second of the sec
	D. Letter of tentative commitment from the management of the residency site, venue, or both.
•	Please give a project budget summary below:
-	A. Total project expense:



D. Itemized expenses in detail related to grant project expenses:

C. Total In-Kind donation:

Name of Individual

Sample Artistic Documentation Form

It is recommended that applicants submit materials which uphold their grant proposal and from which the panel may evaluate artistic merit. Select and label your submission (video, audio, slides, etc.) with A) Applicant name, B) the title of the work(s), and C) the date of the work. Write a brief description(s) of your documentation in one of the spaces provided on this form.

Choice 1:

() **DVD**

- DVD's must be cued to the exact eight (8) minutes desired for panel viewing
- VHS, Films and CD-ROMS are not acceptable formats for this review

Describe the piece or segment(s) you have chosen in fifty or less words in the space below:

Choice 2:

() Compact Disc

- Compact Disc cued to the exact eight (8) minutes desired for panel listening
- Descriptions of compact discs below must lead the panel to the exact track(s) or eight (8) minutes for listening
- Audio cassettes are not an acceptable format for this review.

Describe the piece or segment(s) you have chosen in fifty or less words in the space below:

Choice 3:

- () Printed Materials (publications or publication tear sheets, manuscripts, copies of site drawings. . .
- Documentation should not exceed seven (7) pages of drawings or text

Introduce the text or itemize the drawings you have attached in thirty or less words in the space below:

Name of Individual

Choice 4:

() Slides

- Submit only duplicate slides, never original or unique transparencies
- Slides must be 35mm, suitable for projection, delivered in a 9" x 11" clear plastic sleeve and numbered 1-10
- All titles, dates, and size information must be written or typed legibly on the slides or on secure slide labels, not the plastic sleeve (the Chula Vista Public Library assumes no responsibility for information lost to the panel because taped/old labels fall off your slides)
- Slides should be labeled for the naked eye with the word "top" and an arrow or a dot should be placed in the lower left-hand corner of each slide (the Chula Vista Public Library assumes no responsibility if the orientation of your slides is not easily determined)

Describe each work in 10 words or less beginning with identifications: artist's name, title of the work, date of the work

1.			
2.			
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9.			
10.			

Optional Attachments

Attach to your application no more than three recent press clippings or reviews (not more than 3 years old) or letters of recommendation that support your relevant experience or the proposed project. Press clippings and reviews may be double-sided copies.

Arrangements can be made to pick up support materials from the Chula Vista Public Library, after the grant letter has been received, by calling Stephanie Loney, Public Services Manager, (619) 691-5288

If you wish to have materials returned, submit a stamped, self-addressed envelope.







HOW TO APPLY (FOR ORGANIZATIONS)

ORGANIZATION APPLICATION

HOW TO APPLY (FOR ORGANIZATIONS)

Step 1: Complete and sign the Performing and Visual Arts Fund

Grant Application (Organization) Form

Step 2: Complete the "**Proposal Narrative**" sheet

Step 3: Prepare your support material and complete the "Sample Artistic Documentation" form

if you are submitting support materials

Step 4: The application packet and support materials (if applicable) must be received no

later than 5:00 p.m. on Friday, February 19th, 2010 at the following address:

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EIGHT copies of the paper applications and ONE set of the support materials (if applicable) must be submitted.

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Chula Vista Public Library

Organization Name Address Phone/Contact Person

PERFORMING AND VISUAL ARTS FUND GRANT APPLICATION FORM 2010

Organization Application Form				
Name of Organization		IRS No.	nprofit Organization EIN	
Address:				
		CA		
City		Zip	Code	
Telephone	Fax	E-Mail		
Contact Person				
Administrative Director				
Contact Person for Grant		Title		
Applicant Discipline (see list on p	ages 7 - 9)			
Grant Amount Requested		Date the applicant orga 501(c)(3) and/or Califo		
Certification: I/We certify that the materials, is true and correct to the besunderstood that the grantee is financial that all reports must be submitted through	st of our knowledge. If lly, administratively, and	payment is to be made to anyo	one other than the grantee, it is	
Organization Director:		Board President:		
Signature	Date	Signature	Date	
Full Printed Name and Title		Full Printed Name and	Title	



Name of Organization

PROPOSAL NARRATIVE

Briefly and concisely answer the following questions in the space provided.

1. What is your organization's mission?

2. List some major accomplishments of your organization



Name of Organization

- **3.** Give your Project Description and Evaluation (use additional sheets if necessary)
 - A. Describe the proposed project.

B. What do you envision the project's impact to be on the community?

C. How do you plan to evaluate the success of this project?

- 4. Please give a project budget summary below:
 - A. Total project expense:
 - B. Amount requested from this grant:
 - C. Total In-Kind donation:
 - D. Itemized expenses in detail related to grant project expenses:



Name of Organization

Sample Artistic Documentation Form

It is recommended that applicants submit materials which uphold their grant proposal and from which the panel may evaluate artistic merit. Select and label your submission (video, audio, slides, etc.) with A) Applicant name, B) the title of the work(s), and C) the date of the work. Write a brief description(s) of your documentation in one of the spaces provided on this form.

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Name of Organization

Choice 4:

() Slides

- Submit only duplicate slides, never original or unique transparencies
- Slides must be 35mm, suitable for projection, delivered in a 9" x 11" clear plastic sleeve and numbered 1-10
- All titles, dates, and size information must be written or typed legibly on the slides or on secure slide labels, not the plastic sleeve (the Chula Vista Public Library assumes no responsibility for information lost to the panel because taped/old labels fall off your slides)
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Describe each work in 10 words or less beginning with identifications: artist's name, title of the work, date of the work

1.		
2.		
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10.		

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